

PRESERVATION
FOUNDATION
OF PALM BEACH

Knowledge. Stewardship. Culture.

FOUNDATION WINTER 2022 NEWS

www.palmbeachpreservation.org

561.832.0731

BALLINGER AWARD 2021, GOLFVIEW ROAD



Southwood Book Signing

To celebrate the publication of *From Palm Beach to Shangri La: The Architecture of Marion Sims Wyeth*, the Preservation Foundation hosted a cocktail reception and book signing at Southwood on Wednesday, November 3rd. Guests had the opportunity to meet with author Dr. Jane S. Day to have their monographs signed, and tour the Wyeth-designed estate.

The spacious lakefront estate known as Southwood was designed by Marion Sims Wyeth in 1934. At the cost of \$190,000 or about \$2.4million adjusted for inflation, the spare-no-expense-estate was commissioned by Dr. John A. Vietor and his wife, Eleanor Woodward Vietor, a Jell-o heiress. Wyeth incorporated Monterey and Southern Colonial details, which was a departure from the prevailing Mediterranean Revival style that was popular prior to the Depression. The home was recently restored by architect Kristin Kellogg of Smith Kellogg Architecture, who also underwrote the evening.

From Palm Beach to Shangri La: The Architecture of Marion Sims Wyeth is the first in depth look at the life and work of Marion Sims Wyeth, from his family background through a Palm Beach career that lasted from 1919 to 1973. Featured within are the legendary abodes of Marjorie Merriweather Post and Doris Duke—Mar-a-Lago and Shangri La, respectively—as well as the less well known but equally spectacular Hogarcito and La Claridad, to name but a few. Wyeth's architectural drawings and historic photographs, many of which have never been published, and new photographs of iconic structures are featured. For those unfamiliar with these dream palaces, intimate homes of repose and reflection, for the enjoyment of life and the living of it, the book serves at once as a revelation and an inspiration.



An Evening at Southwood. Image by Lila Photo.



Betsy and Paul Shiverick, underwriters of the monograph, get their copy signed by author, Dr. Jane S. Day. Image by Lila Photo.



Wyeth Family members with author, Dr. Jane S. Day. Image by Lila Photo.

MSW: Architect & Artist Exhibition Opening

On Wednesday, December 8th the Foundation celebrated the opening of *Marion Sims Wyeth: Architect and Artist*. The evening featured remarks from Director of Archives Marie Penny, author, Dr. Jane S. Day, and Wyeth family members. Sims Wyeth, Marion's grandson stated, "The Wyeth family is proud and grateful that we are celebrating our grandfather's work and achievement. His work is not only evident in Palm Beach, but also in Hawaii, Princeton, and amazingly in New Jersey. He was a family man... And for us, he was funny and loving and a bit mysterious, a wonderful human being."

Marion Sims Wyeth: Architect and Artist explores some of Wyeth's most iconic works through watercolors, architectural renderings, and photographs. The Preservation Foundation of Palm Beach curated the exhibition in celebration of the Foundation's publication *From Palm Beach to Shangri La: The Architecture of Marion Sims Wyeth*. The exhibit draws upon projects featured in the monograph such as Southwood, Shangri La, and the Norton Museum of Art. It includes never-before-seen gems from the archive that provide a view of Wyeth as an artist, many of which were discovered during the research process of the book.

Director of Programming Katie Jacob and Director of Archives Marie Penny selected six key projects in addition to the Italian watercolors to showcase the breadth of Wyeth's work. In addition to the works on display, the exhibition is accompanied by Landmarks Discovered videos about Wyeth buildings. The Preservation Foundation hopes that visitors will gain a greater understanding of Wyeth's impact on Palm Beach architecture and beyond.

The exhibition is open to the public weekdays 10am to 5pm at Foundation Headquarters until March 31st.

Marion Sims Wyeth: Architect and Artist is generously underwritten by the Kyle Blackmon Team. Framing was generously provided by Pierce-Archer.

Lectures & Booksignings

The Preservation Foundation's lecture series returns for Winter 2021. Members will have the opportunity to hear world-class speakers on design and preservation. All lectures will take place in the library, unless otherwise noted, doors open at 5:30pm and lectures begin at 6pm. Please register on our website.

Thursday, January 6th | 5:30pm

Phillip Dodd

An American Renaissance: Beaux-Arts Architecture in New York City

Learn about the fascinating stories of some of New York's most famous and significant Beaux-Arts buildings.

Thursday, January 27th | 5:30pm

Janie Molster

House Dressing: Interiors for Colorful Living

Molster reveals the secrets behind her unique ability to fashion felicitous interiors and share the principles that guide her work.

Thursday, February 3rd | 5:30pm | Pans' Garden

Mitch Owens in conversation with Julia Carabatsos and Dr. Jane S. Day

Women in Design: The Relationship between the Designer and Architect

In collaboration with Yale Libraries, a discussion on the important woman designers of the early 20th century.

Thursday, February 10th | 5:30pm

Andrew Oyen & Andrés Blanco

Collaborations: Architecture, Interiors, Landscapes: Ferguson & Shamamian Architects

Ferguson & Shamamian Architects unveils its collaborative process through the in-depth examination of fourteen private residences across the country.

Thursday, February 17th | 5:30pm

Pamela Fiori

Holiday: The Best Travel Magazine that Ever Was

The first book on the legendary magazine capturing its history between 1946 and 1977, during a golden age of publishing.

Thursday, February 24th | 5:30pm

Peter Pennoyer

Rowdy Meadow: House, Land, Art

Rowdy Meadow, a new visionary Czech Cubist-inspired house in Ohio, is furnished with important furniture and decorative arts and displays a significant art collection.

Thursday, March 10th | 5:30pm

Ashley Whittaker

The Well-Loved House

Described as the "neo-traditionalist", Ashley Whittaker reveals her fresh and modern perspective on traditional design and architecture in all of her work.

Thursday, March 17th | 3pm | Society of the Four Arts

Charles Birnbaum in conversation with Raymond Jungles, Jorge Sanchez, and Keith Williams

Renaissance of Palm Beach Parks

In this panel led by Charles Birnbaum of the Cultural Landscape Foundation, three landscape architects will discuss their work for three public Palm Beach parks: Phipps Ocean Park, Bradley Park, and Lake Park.

Thursday, March 24th | 5:30pm

Andrew Cogar

Visions of Home: Timeless Design, Modern Sensibility

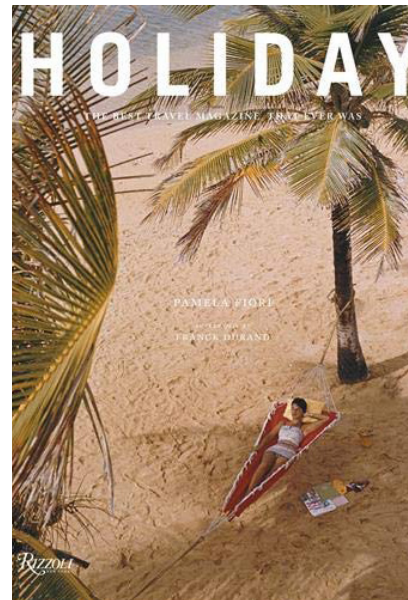
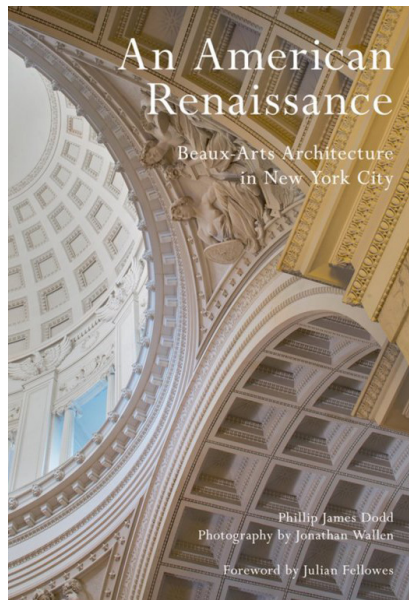
Join Cogar as he walks you through a curated collection of homes that feel as if they have evolved over generations.

Thursday, March 31st | 5:30pm

Victoria Hagan

Live Now

A creative manifesto and life-affirming look at the nature of home, and how it connects and calms, comforts and nourishes.



Garden Talks 2021

Join us for our Garden Talks this season as we explore the ecosystems of our unique barrier island and learn about how the use of native plants in our landscape contributes to a more sustainable future. Doors open at 5:30pm and lectures begin at 6pm. Please register on our website.

Monday, February 7th | 5:30pm | Pans' Garden

Ecosystems and Plants Native to the Palm Beach Barrier Island by George Gann, Executive Director and Chief Conservation Strategist for the Institute of Regional Conservation

Explore the history of native plants on the island of Palm Beach, including rare and interesting species, and how we can use native botanical resources to contribute to a sustainable future. This presentation will describe how the development of the island and the introduction of non-native plants has altered the ecosystems inherent to the island, why that matters, and how we can all contribute to the restoration and recovery of native plants and beneficial wildlife on the island.

Monday, March 7th | 4:00pm | Virtual

A New Garden Ethic by Benjamin Vogt

In a time of mass extinction and climate change, how and for whom we garden matters more than ever. Our built landscapes reflect social ethics and values that guide our response to reviving wildness in and outside the urban environment. How can we recognize and develop compassion for other species? What role do native plants have in opening us to the perspectives of others? What happens to our society when we advocate for the equality and freedom of a silent majority? Through ecology, psychology, landscape design, horticulture, philosophy, and social science, we'll explore the rich complexity of rethinking pretty and what a garden means in the anthropocene.

Thursday, April 14th | 5:30pm | Pans' Garden

Native Birds of Florida with Francesca Anderson, Susan Lerner, and an Audubon Representative

An artist's eye can capture the beauty and majesty of Florida's native birds. But why are native birds important to our barrier island? In conjunction with the exhibition, *Native Birds of Florida*, this panel will encourage you to look beyond the beauty of the birds to understand their importance in our fragile ecosystem.



Pans' Garden is a living library of native plants. Image by Brantley.



Artist Francesca Anderson



Great White Egret by Francesca Anderson

Native Birds of Florida by Francesca Anderson

Artist Francesca Anderson specializes in capturing natural history in her exquisite illustrations of plants and wildlife. Twelve of her scratchboards will be on view in the exhibition *Native Birds of Florida* at Foundation headquarters from April 11th to May 31st, 2022.

Native Birds of Florida brings together a selection of Anderson's life-size scratchboard illustrations of birds. The black-and-white images are striking, meticulously drawn from life in exacting detail. All pieces feature Native Florida birds such as the Great White Egret, Black-Crowned Night Heron, and Belted Kingfisher. The exhibition's opening reception on April 14th at 6pm will include a special panel with Francesca Anderson and an Audubon representative. Moderated by our Director of Horticulture Susan Lerner, they will discuss the importance of native birds in relation to our ecosystem.

Francesca Anderson is a botanical artist who specializes in natural history drawings in pen and ink. Her illustrations have been featured in prominent scientific publications, field guides, as well as books and magazine articles on contemporary botanical art. She has had over 20 solo shows and 60 group shows in the United States and abroad. Her work is represented in many international museums and private collections and in numerous botanical books and journal articles. She has received two gold medals from the Royal Horticultural Society, London. Anderson is a trustee of Brooklyn Botanic Garden, founder and president of the Brooklyn Botanic Garden Florilegium Society, and a fellow of the Linnean Society.

2021 Robert I. Ballinger Awarded to Golfview Road

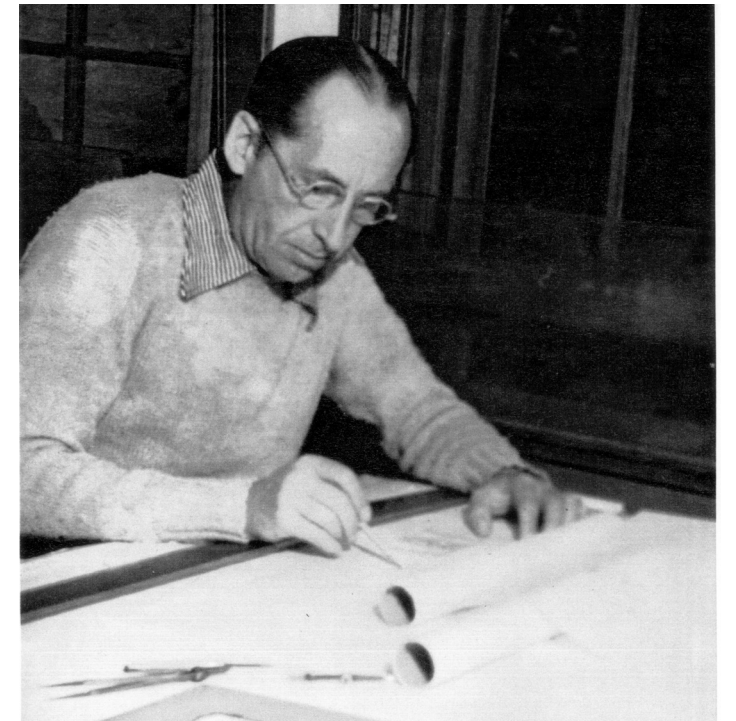
For the first time, the 2021 Ballinger Award will recognize a historic streetscape through presentation of the award to the Landmarked homeowners on Golfview Road. This unique residential street was developed by Marion Sims Wyeth and E.F. Hutton in the early 1920s. Over the years the street has retained its unique identity through the dedication of its homeowners. The development and continued stewardship of Golfview Road truly exemplifies Palm Beach's architectural heritage.

A neighborhood for the “right kind of young marrieds” was the motivation behind the Golf View Road Development company. Designed in 1921 by Marion Sims Wyeth, Marjorie Merriweather Post and Edward Francis Hutton’s home Hogarcito stands at the terminus of the private street. Wanting to further develop the street, Hutton enlisted Wyeth to create a series of speculative homes located on every other lot. Wyeth became the architect and developer with funding from Hutton, who chose to remain a silent partner.

Because the homes were developed speculatively, Wyeth had full creative control of the design process. Utilizing the Mediterranean Revival style, Wyeth embarked on creating a new neighborhood in Palm Beach according to his ideal vision. The result was a cohesively designed street of five houses on the north side of Golfview Road completed within two years. Dr. Jane S. Day reminds us in the recently published Wyeth monograph that “Golfview Road is today one of the most beautiful streets in Palm Beach...the streetscape is Wyeth’s vision.”



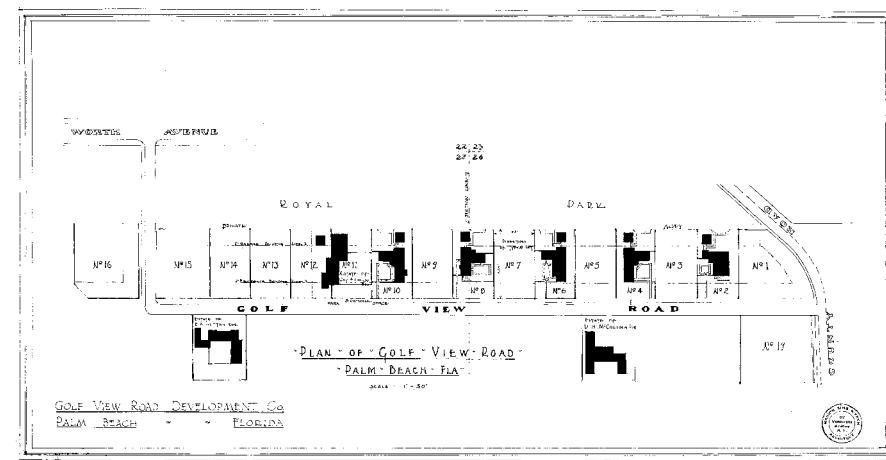
Hogarcito, Image by Brantley.



Marion Sims Wyeth, PFPB Archives.



La Claridad, Image by Brantley.



Plan of Golfview Road for the Golf View Road by Marion Sims Wyeth, PFPB Archives.

In 1924, Clarence Geist commissioned Wyeth to build opposite of Hogarcito. The Spanish Baroque style home known as La Claridad provides a dramatic foil to Hogarcito’s Spanish Revival simplicity. The most ornate house on the street, La Claridad showcases Wyeth’s authentic hand when applying the historic Spanish architectural details to the home. La Claridad was split in half by architect Belford Shoumate in 1948. Both single-family homes have recently been restored with respect to their historic legacy.

The renaissance of Golfview Road began through the recent restorations of many of Wyeth’s original designs. Today, six of Wyeth’s original designs are Landmarked by the Town of Palm Beach. Continuing the legacy of good design on Golfview Road, other prominent Palm Beach architects such as Clark Lawrence and Maurice Fatio contributed to the streetscape.

The Ballinger Award will be presented to the eleven homeowners in a special event on Tuesday, February 15th on the street. Both Hogarcito and La Claridad will be open for tours. All members at the Sponsor level and above will be invited to the ceremony.

Volk Walk at the Royal Poinciana Plaza

The Volk Walk celebrates the life and work of architect John Volk at one of his most iconic projects: the Royal Poinciana Plaza. In 1958, John S. Phipps commissioned Volk to design the plaza and requested that he “design for us a shopping plaza in any style you wish; however, it must endure its style for 50 years.” Volk selected the Regency style for the plaza, which was adaptable to the open, modern plan. Although the Royal Poinciana was completed in the mid-century, it remains timeless, and is the perfect venue to learn more about the architect behind the design.

There is no particular style exclusively associated with Volk; he perfected many styles from Mediterranean Revival to Modern. The Preservation Foundation of Palm Beach curated the exhibition, which includes architectural drawings and photographs of four residential Palm Beach houses in different styles. Visitors will also have the opportunity to learn more about the history of the Plaza, the Playhouse, and John Volk, along with his wife Jane Volk, a historic preservationist. The outdoor exhibition will be displayed in the middle of the plaza so that visitors may view it while shopping, dining, or strolling.

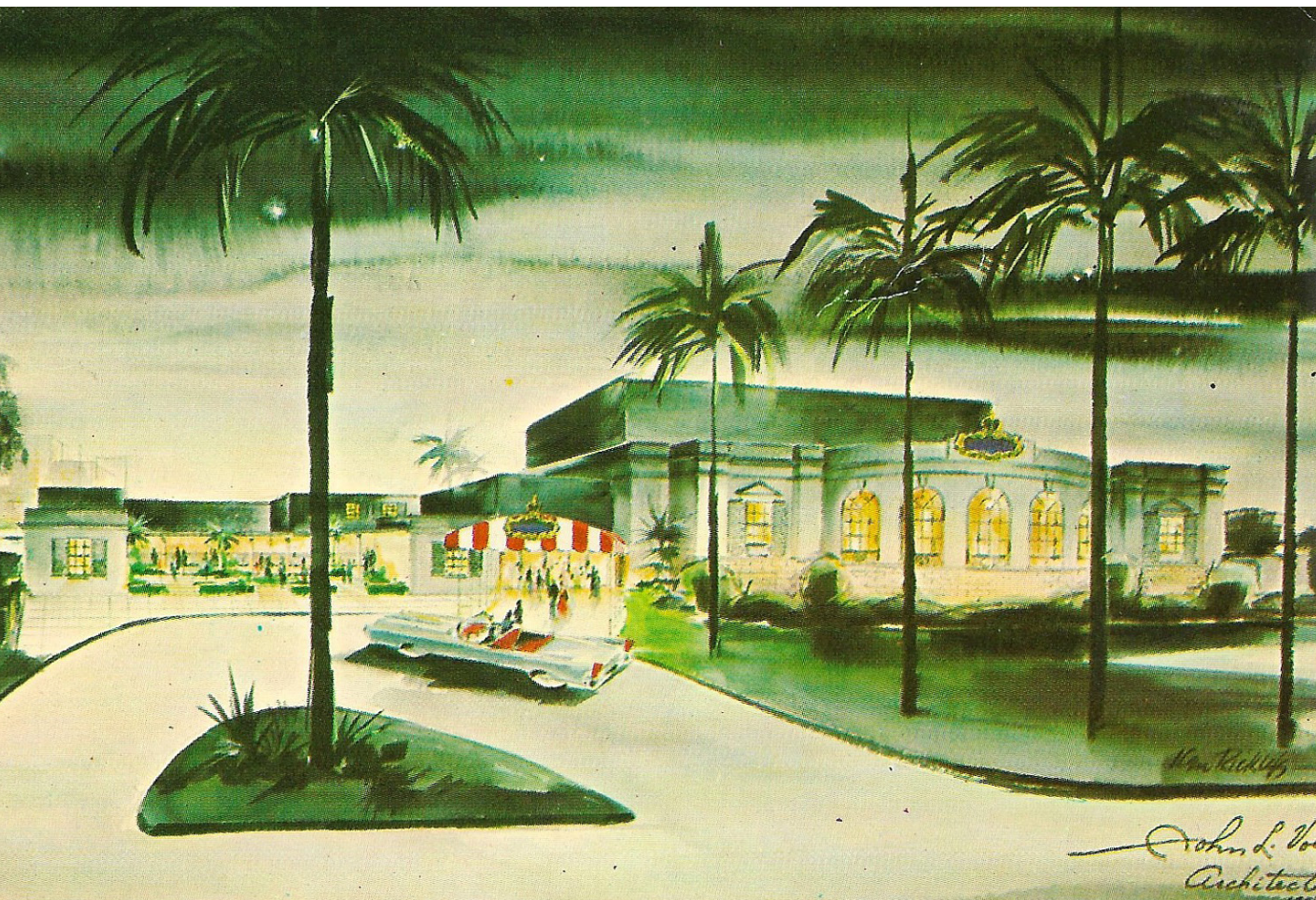
Director of Programming Katie Jacob and Director of Archives Marie Penny collaborated with Globadyne to fabricate and visualize materials from the Foundation’s archive to suit the space at the plaza. Globadyne’s designer created spaces that visitors can interact with directly such as the selfie wall that draws from Volk’s travel photographs in the archive. In bringing this exhibition directly to the Plaza, visitors will gain a greater understanding of Volk’s impact on Palm Beach architecture.



John and Jane Volk, PFPB Archives.



Royal Poinciana Plaza circa mid-century. PFPB Archives.



Watercolor of Royal Poinciana Playhouse by John Volk, PFPB Archives.

John Volk (1901–1984) was born in Graz, Austria, and immigrated to New York City at the age of nine with his family. Volk studied architecture at Columbia University and apprenticed with H.P. Knowles, a Masonic architect in New York. In 1925 he relocated to Florida during the real estate boom, and he opened his own practice there in 1926. Volk was among a group of architects considered the “Big Five,” along with Addison Mizner, Marion Sims Wyeth, Maurice Fatio, and Howard Major, who defined Palm Beach style in the early twentieth century. He was commissioned to design over 2,000 projects during his 60 years of practicing architecture in Palm Beach.

Volk’s most significant commercial projects are the Royal Poinciana Plaza and additions and renovations to the First National Bank. Outstanding among his civic projects were additions and renovations to the Everglades Club, the Bath and Tennis Club, and the Embassy Club—now the Esther B. O’Keefe Gallery Building at the Society of the Four Arts. His residential projects ranged from estates for titans of the financial world to smaller homes in new subdivisions in Palm Beach and beyond.

The Volk Walk will be open to the public in the courtyards of the Royal Poinciana Plaza from January 12, 2022 through March 31, 2022. The exhibition was created in partnership with the Royal Poinciana Plaza.

Landmarks Property Value Study

The Preservation Foundation recently funded a study, as a gift to the Town of Palm Beach, that looked at how the Town's Landmarks program affects property values. Long a topic of intense debate, this study presented updated factual data to expand upon the similar studies completed by the Foundation in 1997 and 2005. These previous studies generally did not find that Landmarking negatively affected property values, and we're pleased to share that the latest study found that Landmarked properties actually command a premium in the marketplace of 6.2-13.7%.

The Town recently completed an update to the Historic Sites Survey that studied over 2,200 properties in the Town. In response to the findings, Town Council elected to expand the number of properties considered for Landmark status this year. The property value study is therefore very timely and will help to provide additional information for the Landmarks Preservation Commission and the Town Council to review.

In order to perform the updated, data-based study, the Foundation hired the internationally renowned firm, Place Economics. Led by founder and principal, Donovan Rypkema, the team from Place Economics, having worked in 49 states and over 50 countries, are widely regarded as experts in the field of historic preservation economics. Donovan and his team spent hundreds of hours sorting and analyzing data, in order to provide a very robust analysis of how landmarking affects property values. In addition to the data-based analysis, the team completed a survey of Town residents to further assess the value of Landmarks.

Nine key findings from the study are:

1. Landmarked homes in Palm Beach have an economic value of more than \$2.5 Billion.
2. Most citizens in Palm Beach don't live in landmarks, but nearly 95% of them say that the historic character of the town is important to them personally.
3. An equal number say that the loss of historic character would have a negative impact on the quality of Palm Beach.
4. Not only does landmarking not reduce property values, it creates an economic premium for those properties in the marketplace.
5. Landmarked properties are more valuable than non-landmarked properties in both total value and square foot value when compared by age, by condition, by water frontage, by submarket within Palm Beach, and by proximity.
6. There are non-economic values attributable to the historic character of Palm Beach that, when quantified, total nearly as much as the Town's entire general fund budget.
7. About half of Palm Beach's landmarked single-family properties lie within a 100-year flood zone, representing a value of nearly \$850 million.
8. Landmarked properties increase in value both before and after their designation.
9. Landmarked properties experience greater rates of value increase than do non-landmarked properties.

The Executive Summary of the study has been included in this newsletter in the following pages.



Worth Avenue, Image by Jet Lowe.

EXECUTIVE SUMMARY

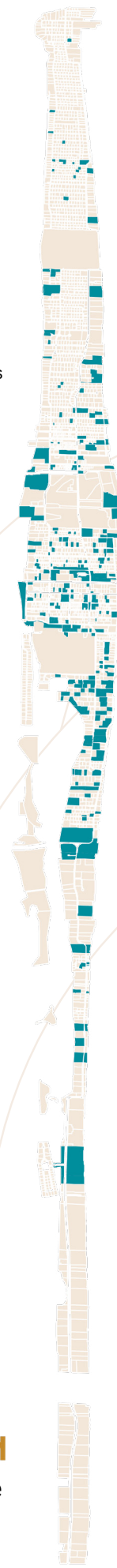
The historic landmarked properties of Palm Beach set a high standard for beauty, quality, character, design, and stewardship. This study was commissioned by the Preservation Foundation of Palm Beach primarily to determine if landmarking has an adverse impact on property values. **The findings are clear: landmarked properties in Palm Beach are a valuable economic asset for their owners, and a valuable aesthetic, cultural, historical, and symbolic asset for the public.**

THE BIG NEWS...

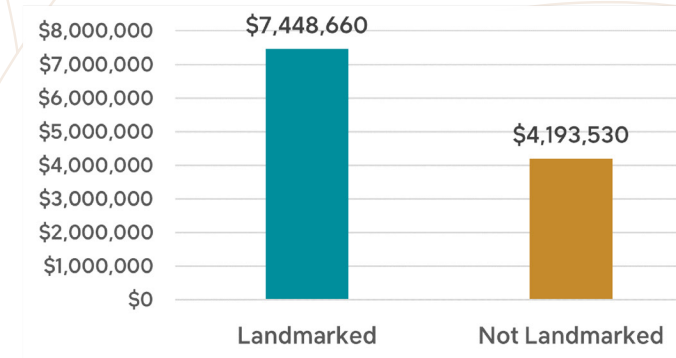
This analysis found that landmarking had **no negative impact** on property values, either in current values, value change over time, value change following designation, or when accounting for differences in age, condition, size, water access, or location. Not only does landmarking not reduce property values, landmarked properties experience greater rates of value increase than do non-landmarked properties.

Legend

- Landmarked Parcels
- Rest of Palm Beach

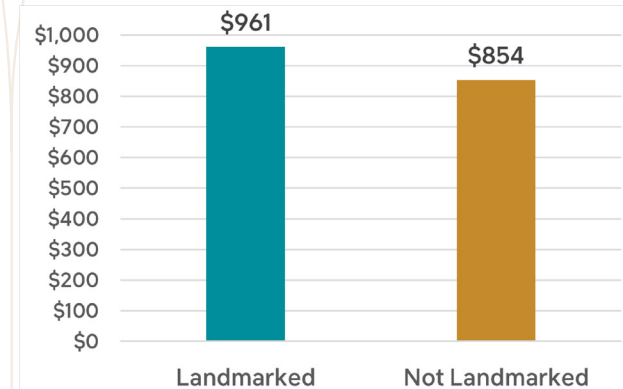


Median Values of Landmarked and Non Landmarked Properties

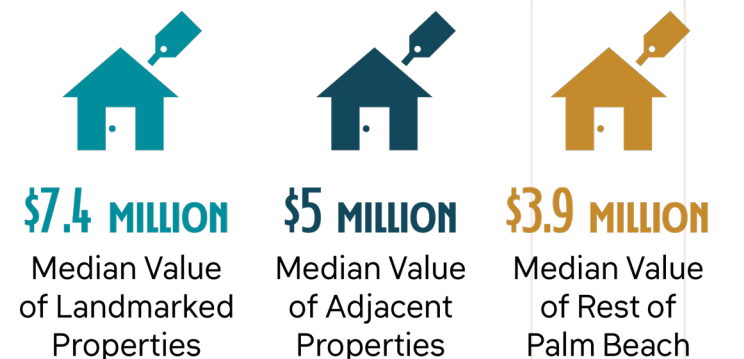


Not only does landmarking not reduce property values, it creates an economic premium for those properties in the marketplace.

Median Value Per Square Foot



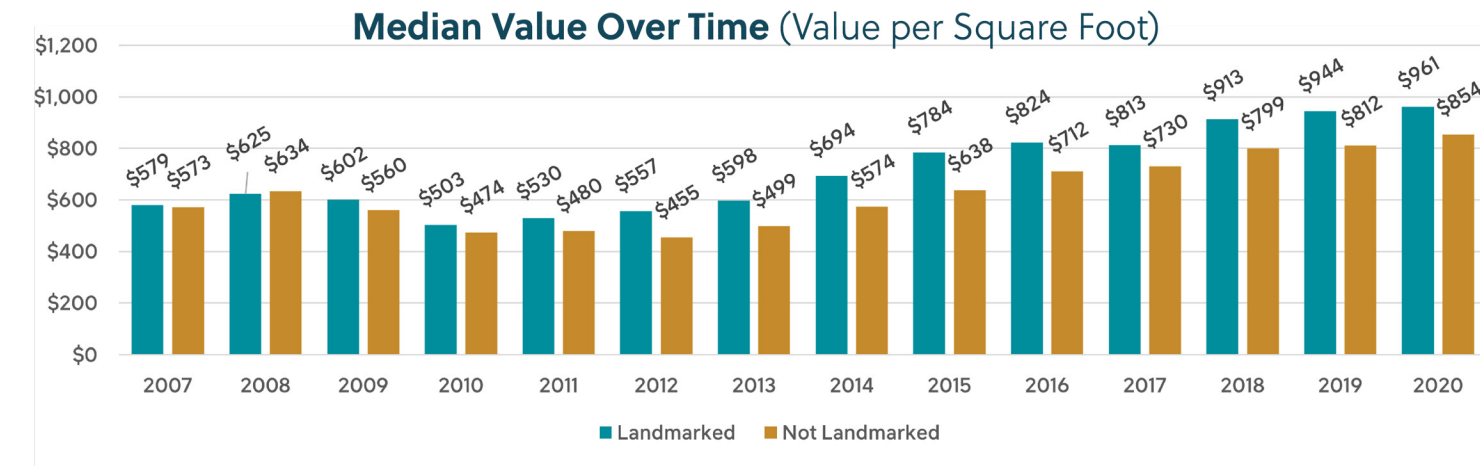
The median value of undesigned properties directly adjacent to landmarked properties is \$1 million more than properties in the rest of the city.



VALUE CHANGE OVER TIME

Landmarked properties experience greater rates of value increase than do non-landmarked properties.

Over the 14 year study period, both landmarked and undesignated properties increased significantly in value. The increase for landmarked properties was measurably greater than for non-landmarked properties, and while both designated and non-designated properties lost value during the Great Recession, landmarked properties began their price recovery sooner than did other properties. Landmarked properties did better in both the declining and the recovery markets.

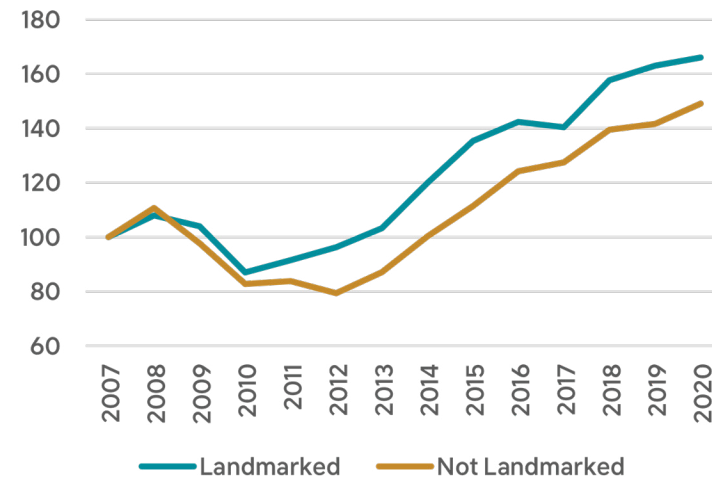


VALUE CHANGE BEFORE AND AFTER LANDMARKING

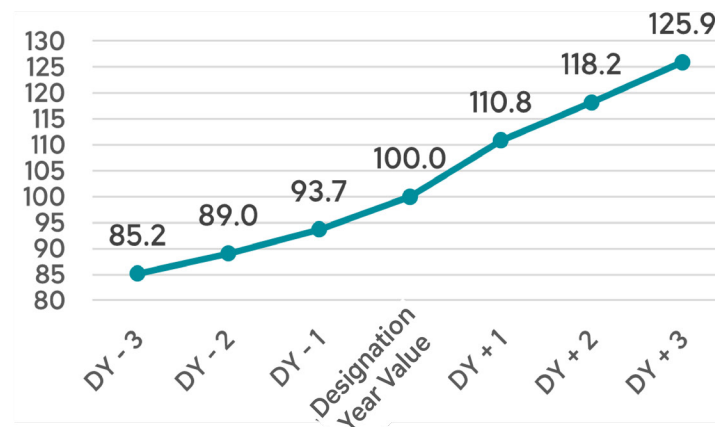
Designation did not negatively impact the total value or change in value for landmarked properties between 2010 and 2017.

To most directly measure the impact of designation on value, all of the properties designated as landmarks between 2010 and 2017 were subjected to a separate analysis. The goal of this particular analysis was to look at the pattern of value change in the three years before designation and the value change in the three years after designation. The values of all properties landmarked over this period averaged around 15% less three years prior to designation and about 25% more three years after designation. The findings demonstrate that landmarking did not reduce the property value, and the pattern of value enhancement continued in the years following designation.

Indexed Change in Value, 2007-2020 (Value per Square Foot)



Landmarked Properties Change in Value Before and After Designation



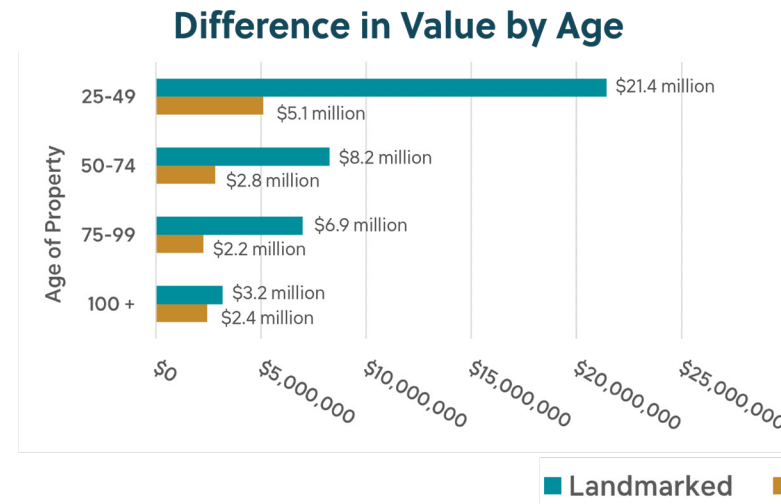
15%
average value change 3 years prior to designation

25%
average value change 3 years following designation

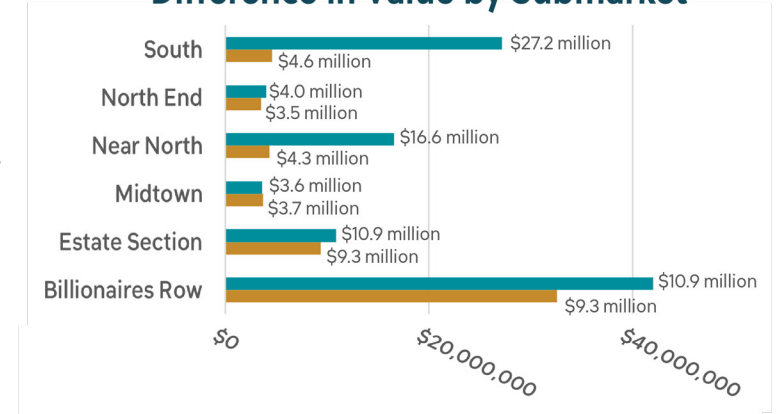
VALUE BY PROPERTY CHARACTERISTICS

By any category, landmarked properties outperform comparable undesignated properties.

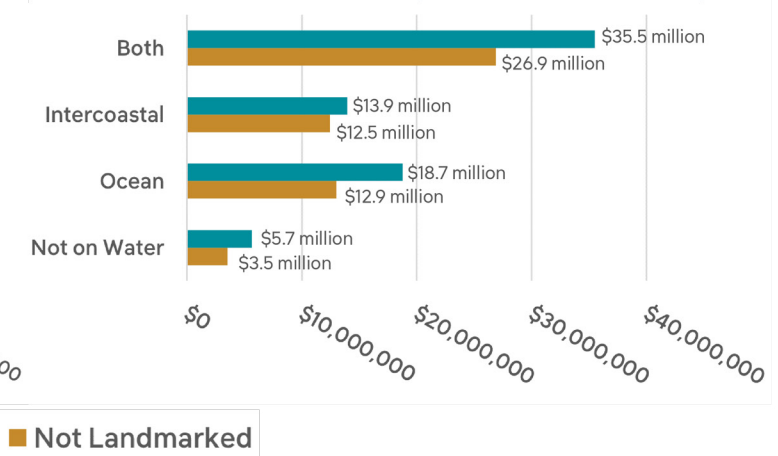
Landmarked properties are more valuable than non-landmarked properties in both total value and square foot value when compared by age, by condition, by water frontage, by submarket within Palm Beach, and by proximity.



Difference in Value by Submarket



Difference in Value by Water Proximity



WILLINGNESS TO PAY SURVEY

A Willingness to Pay Survey was conducted as part of a contingent valuation to assess the non-economic values of Palm Beach's historic resources.

The non-economic value of Palm Beach's historic character is between \$59,000,000 and \$63,000,000. In a market where some individual properties have a value that high, \$60 million may not seem a large amount. But looked at another way, that willingness to pay represents:

There are non-economic values attributable to the historic character of Palm Beach that, when quantified, total more than the Town's entire annual property tax revenue.



\$170,000

for every landmarked building in Palm Beach



\$6,900

for every resident in Palm Beach



\$12,000

for every household in Palm Beach

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PALM BEACH, FLORIDA 33480

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CALENDAR OF EVENTS

All events located at 311 Peruvian Avenue unless otherwise noted.
Space is limited for all events. Reservations are required.

All events are subject to change and exhibition dates may vary based on hours and holidays.

JANUARY 2022

Until March 31, Weekdays 10am to 5pm

Exhibition

MSW: Architect & Artist

Open and Complimentary to the Public

Thursday, January 6, 5:30pm

Lecture/Book Signing

An American Renaissance by Phillip

James Dodd

Members Only

Monday, January 10, 5pm

Annual Trustee Meeting

By Invitation

January 12 to March 31

Exhibition

The Volk Walk at Royal Poinciana

Plaza

Royal Poinciana Plaza

Open and Complimentary to the Public

Public

Wednesday, January 12, 7pm

Volk Dinner

Royal Poinciana Plaza

By Invitation

Thursday, January 20, 5:30pm

Video Premiere

Craftsmen Series with Bob Vila

Members Only

Saturdays, January 22 & 29

10am to 4pm

Art Class

Botanical Watercolor Workshop with

Hillary Parker

Details on website

Thursday, January 27, 5:30pm

Lecture/Book Signing

House Dressing: Interiors for Colorful

Living by Janie Molster

Members Only

FEBRUARY 2022

Thursday, February 3, 5:30pm

Lecture

Women in Design: The Relationship

between the Designer and Architect

Members Only

Saturdays, February 5 & 12

10am to 4pm

Art Class

Botanical Watercolor Workshop with

Hillary Parker

Details on website

Monday, February 7, 5:30pm

Garden Talk

Ecosystems and Plants Native to the

Palm Beach Barrier Island by George

Gann

Pan's Garden

Members Only

Thursday, February 10, 5:30pm

Lecture/Book Signing

Collaborations: Architecture, Interiors,

Landscapes: Ferguson & Shamamian

Architects

Members Only

Tuesday, February 15, 6pm

Ballinger Award Presentation and

Reception

Golfview Road

By Invitation

Thursday, February 17, 5:30pm

Lecture/Book Signing

Holiday: The Best Travel Magazine

that Ever Was by Pamela Fiori

Members Only

Thursday, February 24, 5:30pm

Lecture/Book Signing

Rowdy Meadow: House, Land, Art by

Peter Pennoyer

Members Only

MARCH 2022

Friday, March 4, 7:30pm

Annual Dinner Dance

Bradley Park

By Invitation

Monday, February 7, 4pm

Garden Talk

A New Garden Ethic by Benjamin

Vogt

Virtual

Open and Complimentary to the Public

Public

Thursday, March 10, 5:30pm

Lecture/Book Signing

The Well Loved House by Ashley

Whittaker

Members Only

Thursday, March 17, 3pm

Lecture

The Renaissance of Palm Beach Parks

The Society of the Four Arts

Register via the Four Arts

Thursday, March 24, 5:30pm

Lecture/Book Signing

Visions of Home: Timeless Design,

Modern Sensibility by Andrew Cogar

Members Only

Thursday, March 31, 5:30pm

Lecture/Book Signing

Live Now by Victoria Hagan

Members Only

APRIL 2022

Thursday, April 7, 6pm

Schuler Award Presentation and

Reception

Members Only

Friday, April 8, 6pm

Walking Tour of the Reef

2275 S Ocean Blvd

Members Only

April 11 to May 31, Weekdays 10am

to 5pm

Exhibition

Native Birds of Florida by Francesca

Anderson

Open and Complimentary to the Public

Public

Thursday, April 14, 5:30pm

Garden Talk

Native Birds of Florida Opening

Reception Panel

Pan's Garden

Open and Complimentary to the Public

Public